

Application No. 09/488,337

Exhibit B

DVD Special Report: MGM's Ronin DVD Goes On-Line

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THE CINEMA LASER

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**DVD Special Report:
MGM's Ronin DVD Goes On-Line**

On [REDACTED] I was fortunate enough to meet with two very nice people from MGM Home Entertainment at the Trump International Hotel in New York City. This meeting was arranged as part of MGM's Media Tour to introduce an exciting new way of utilizing the native interactivity of the DVD format and combining it with the connectivity of the Internet. Representing MGM was their Marketing Director Dave Miller and the Manager of Publicity and Promotions Beth Luterman.



MGM Home Entertainment's brave new idea will make its debut on upcoming DVD release of the John Frankenheimer film **RONIN** starring Robert DeNiro. In addition to the film, the **RONIN** DVD will contain DVD-ROM capabilities that will allow owners of the DVD to participate in a special on-line event. The **RONIN** DVD is scheduled for release on [REDACTED] and the live on-line event will take place at 8pm (EST) on [REDACTED].

MGM's DVD Innovation has just a few requirements which include a PC running the Windows 95 or Windows 98 operating system, a DVD-ROM drive and a 28.5 kb or better connection to the Internet. The live on-line event will be hosted by John Frankenheimer and will feature a 25-minute tour of the making of the film. The tour will be supplemented by storyboards, behind-the-scenes footage, film action sequences and stills that will be sent to the user via the Internet. Following the event, there will be a thirty-minute on-line chat session with John Frankenheimer. With somewhere between five and six million DVD-ROM drives installed in personal computers in the United States alone, the sheer numbers of possible participants should make for a huge on-line event.

To participate in the on-line event requires that one insert their copy of **RONIN** into their DVD-ROM drive, which will begin the installation of the PC-Friendly software on to the computer. Once the software is installed, the user can select a hyperlink that connects to the **RONIN** event website (www.mgm.com/dvd/ronin). The website requires that one register for the on-line event, after registration the user will be able to submit questions for John Frankenheimer. Many of the questions submitted during registration will be incorporated into the on-line event. I recommend that everyone register for the event as soon as they acquire the DVD. Early registration also insures that your particular questions have a better chance of being incorporated into the event. Additionally, with registration of the way, logging onto the event on [REDACTED] will be simplified. Of course, make sure that your copy of **RONIN** is in your DVD-ROM drive when you log on to the event on [REDACTED]. For those unable to participate during the live event, MGM will cache the event to their Internet servers so that it can be played back at a later date by anyone acquiring the **RONIN** DVD.

Using a simulation, MGM's Dave Miller demonstrated to me how the on-line event would work, showing how content from the DVD would be utilized in conjunction with the live data coming from a connection to the Internet. The simulation was very cool and utilized a terrific looking interface. I was excited by the notion of filmmakers having the opportunity to make a direct connection with the public via the Internet. This kind of connection would allow filmmakers to interact and discuss their films with perhaps millions of fans all at the same time. MGM's innovative idea makes the entire DVD experience more personal, by using technology to bring filmmakers together with the fans who watch and enjoy their movies. I think this is a brilliant idea, and MGM is just scratching the surface of combining DVD with Internet technology. MGM's Dave Miller told me that **RONIN** is just the first title to be enhanced in this way, other DVDs with Internet capabilities are currently in the works. Way to go MGM!

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After experiencing MGM's demonstration, I'm sure that the RONIN event is something that no film fan with a PC and DVD-ROM drive will want to miss. I would like to thank Dave Miller and Beth Luterman for taking the time to demonstrate to me this new concept in DVD entertainment.

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